

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims

1 – 75. (Cancelled)

76. (Currently Amended)

A hand-held device for ~~a user to interact with a source of auxiliary data and trigger one or more promotional opportunities from the reception of auxiliary data from the source, the one or more promotional opportunities and associated preprogrammed data are preconfigured by the sponsor on the hand-held device prior to use of the device by the user~~ providing promotional opportunities, the hand-held device comprising:

a circuitry, the circuitry having nonrewritable preprogrammed data embedded thereon by a sponsor prior to providing the hand-held device to a user;

a receiver operatively associated with the circuitry, the receiver disposed on the hand-held device for receiving auxiliary data from ~~the a source during presentation of the material;~~ and

a central processing unit ~~(CPU) and other circuitry~~ operatively associated with the circuitry and disposed on the hand-held device ~~and coupled to the receiver which compares , the central processing unit comparing~~ the auxiliary data received against the nonrewritable embedded preprogrammed data, wherein said central processing unit that triggers the one or more promotional opportunities for the user of the hand-held device based on the comparison of the auxiliary data against the nonrewritable embedded preprogrammed data.

77. (Previously Presented)

The hand-held device of claim 76, wherein the source is a display device and the receiver is a photodetector.

78. (Currently Amended)

The hand-held device of claim 76, wherein the source is a radio signal source and the receiver is a radio frequency ~~(RF)~~ receiver.

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79. (Previously Presented)

The hand-held device of claim 76, wherein the source is a display device and a radio signal source.

80. (Currently Amended)

The hand-held device of claim ~~77~~ 76, wherein the receiver comprises both a photodetector and a radio frequency (RF) receiver.

81. (Currently Amended)

A hand-held device for providing ~~one or more successive promotional opportunities to a user from successive reception of auxiliary data from a source, the one or more successive promotional opportunities selected by a sponsor prior to receipt by the user of the auxiliary data,~~ the hand-held device comprising:

a receiver disposed on the hand-held device for ~~receiving~~ successive reception of auxiliary data from ~~the a source at times scheduled by a sponsor during a single video program or program series;~~

~~a central processing unit (CPU) and other circuitry disposed on the hand-held device for processing and determining whether the auxiliary data received by the hand-held device matches a successive reward data criteria to the one or more successive promotional opportunities;~~

a memory operatively associated with the receiver and disposed on the hand-held device and ~~coupled to the CPU~~ for storing the auxiliary data and a successive reward data criteria, wherein the successive reward data criteria requires that a user of the hand-held device capture the auxiliary data at the times scheduled by the sponsor during the single video program or program series; and

a central processing unit operatively associated with the memory and the receiver for determining whether the auxiliary data matches the successive reward data criteria; and

~~nonalphanumeric visual indication display~~ a plurality of lights in a sequenced array operatively associated with the central processing unit and disposed on the hand-held device for , the sequenced array capable of notifying the user of one or more matches of the successive reward data criteria with the one or more incremental promotional opportunities to the user of the hand-held device auxiliary data.

82. (Previously Presented)

The hand-held device of claim 81, wherein the source is a display device and the receiver is a photodetector.

83. (Currently Amended)

The hand-held device of claim 81, wherein the source is a radio signal source and the receiver is a radio frequency (RF) receiver.

84. (Currently Amended)

The hand-held device of claim 81, wherein the source is either a display device or a radio signal source, and the receiver comprises a photodetector and a radio frequency (RF) receiver.

85. (Currently Amended)

The hand-held device of claim 81, wherein the ~~nonalphanumeric visual indication display~~ plurality of lights are is a plurality of LEDs.

86. (Currently Amended)

The hand-held device of claim ~~85~~ 81, wherein the plurality of LEDs lights are either the same color or different colors for providing an indication of the matching the successive reward data criteria to one or more successive promotional opportunities.

87-97. (Cancelled)

98. (Currently Amended)

A method of interactive advertising and promotion ~~relative to material presented by a display device , the method~~ comprising:

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~~transmitting auxiliary data during presentation of the material, where the auxiliary data is associated with a sponsor of the material and carries promotional opportunities;~~

~~providing means for receiving the auxiliary data for users of a hand-held device while they view the events on a display device, the hand-held device resembling a snap-shot camera with simulated lens so as to suggest to the user a camera-like method of using the hand-held device to obtain the auxiliary data; and~~

~~providing a benefit to the user of the hand-held device for selectively receiving the promotional opportunities, the hand-held device being capable of retaining indication of having received the promotional opportunities~~

providing a hand-held device comprising a circuitry, the circuitry having nonrewritable preprogrammed data embedded thereon by a sponsor prior to providing the hand-held device to a user; a receiver operatively associated with the circuitry, the receiver disposed on the hand-held device for receiving auxiliary data from a source; and a central processing unit operatively associated with the circuitry and disposed on the hand-held device, the central processing unit comparing the auxiliary data against the nonrewritable embedded preprogrammed data, wherein said central processing unit triggers promotional opportunities based on the comparison of the auxiliary data against the nonrewritable embedded preprogrammed data;

providing a display device for a viewer of an event;

transmitting auxiliary data to the hand-held device, the auxiliary data being associated with the promotional opportunities of a sponsor;

receiving the auxiliary data while viewing the display device;

comparing the auxiliary data against the nonrewritable embedded preprogrammed data; and

triggering the promotional opportunities based on a comparison of the auxiliary data against the nonrewritable embedded preprogrammed data.

99. (Currently Amended)

The method of claim 98 ~~further comprising means for presenting to the user the promotional opportunities received by means of the auxiliary data~~ wherein the hand-held device resembles a snap-shot camera.

100-103. (Cancelled)

104. (Previously Presented)

The hand-held device of claim 76, wherein the auxiliary data is subliminally modulated within an active portion of the video signals.

105-107. (Cancelled)

108. (Previously Presented)

The hand-held device of claim 98, wherein the auxiliary data is subliminally modulated within an active portion of the video signals.

109. (Cancelled)

110. (Currently Amended)

The hand-held device of claim ~~104~~ 76 further comprising ~~nonalphanumeric indication display disposed on the hand-held device for displaying respective successive levels of relative successive promotional opportunities to the user of the hand-held device based on the auxiliary data received by the hand-held device~~ a plurality of lights in a sequenced array operatively associated with the central processing unit and disposed on the hand-held device, the sequenced array capable of notifying the user of one or more matches of the auxiliary data against the nonrewritable embedded preprogrammed data.

111-113. (Cancelled)

114. (Previously Presented)

The hand-held device of claim 76, wherein the auxiliary data is modulated within a video signal in a substantially invisible way.

115. (Currently Amended)

The hand-held device of claim 81, wherein the ~~incremental promotional opportunities are~~ auxiliary data is modulated within a video signal in a substantially invisible way.

116. (Cancelled)

117. (Cancelled)

118. (Previously Presented)

The method of claim 98, wherein the auxiliary data is modulated within a video signal in a substantially invisible way.

119-122. (Cancelled)

123. (Previously Presented)

A method of providing one or more points for an application to a user of a hand-held device, the method comprising:

modulating a video signal with auxiliary data corresponding to one or more points thereby creating a composite video signal;

optically detecting the composite video signal on a hand-held device with a photodetector;

decoding the composite video signal on the hand-held device; and

selectively reproducing the auxiliary data on the hand-held device to provide the one more or points for the application.

124. (Cancelled)

125. (new)

The method of claim 123 wherein the auxiliary data is modulated with the video signal in a substantially invisible way.

126. (new)

The method of claim 123 wherein the points are airline frequent flyer miles.

127. (new)

The method of claim 123 wherein the points are redeemable for promotional opportunities.

128. (new)

The method of claim 123 wherein the points are usable for enhanced play.